



## A List of 'Look 'Em

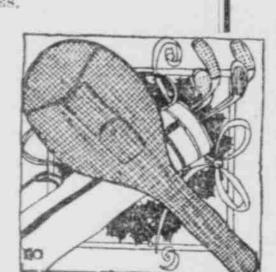
BICYCLES "CROWN" and "RANGER" BOXING GLOVES BASEBALL GLOVES FISHING TACKLE, RODS and REELS

SHOES-GYM and BASKETBALL GOLF CLUBS and SWEATERS PRICES REASONABLE

STRIKING BAGS

TOVER'S

121 E. Jefferson Blvd. Main 4460 OPEN EVENINGS





#### Stands the Test of Comparison

You wouldn't buy an automobile without comparing one with another. The same principle applies to your purchase of a phonograph.

Hear them all and we are confident that the BRUNSWICK will finally grace your home.

During your Xmas shopping drop in and hear it. We'd be glad to make your acquaintance.

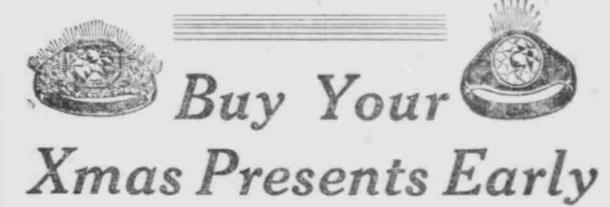


SHOP Main St.-Next to Oliver



Open Evenings





Big Discounts on Diamonds, Wrist Watches, Ivory, All Rings, Gents' Watches, Shrine Buttons, Consistory Rings, Eastern Star Rings and all other Lodge Jewelry.

### CHAS. M. SCHUELL

113 W. Jefferson Blvd.

Opp. Citizens Bank

Away from the High Rent



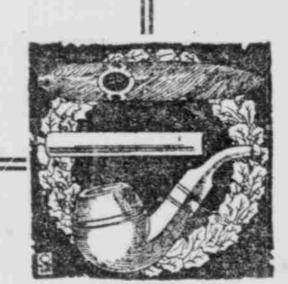
# "Smoke Up on the Family

If your brothers and sisters are wondering what to give the head of the house forget all your worry and give him smoking stuff.

We've got some real cigars that will be a delight to him, and some humidors of tobacso that will fill his pipe for

NABICHT'S CIGAR STORES

116-18 East Jefferson Blvd. 811 South Michigan St.



Open

Evenings

Jorunswich

### Give a Lamp Shade for Christmas



You're going to give Christmas gifts, of course. Look over your friendshow many have the mellow radiance of a beautiful silk shade to add charm to their home?

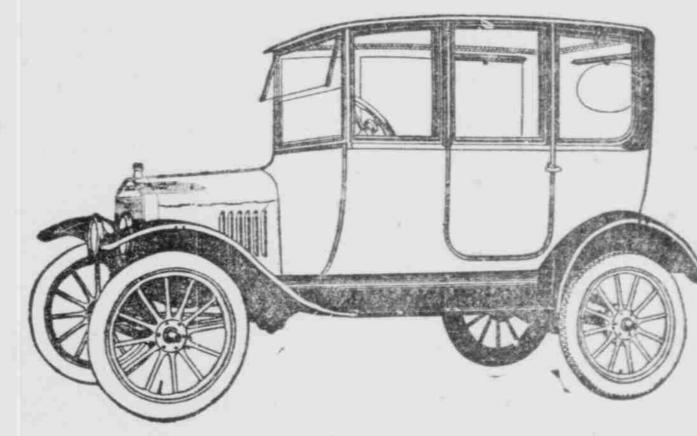
GIVE A LAMP!

Our artistic creations are new and unsoiled. The designs will delight you. Make your selection early.

Open Every Evening Until Christmas

### South Bend Shade Company

203 Lincoln Way East Corner of Jefferson Blvd. and Lincoln Way East Phone: Lincoln 1923



#### For Christmas-

You can give your wife no better gift than a Ford Coupe or Sedan. It is a gift that is valuable. It is permanent.

The Ford Coupe or Sedan is a car for the ladies in that it possesses dignity and is operated with ease.

THINK IT OVER

W. R. HINKLE, Inc.



#### Photographs Your Friends

A gift is an expression of your regard for someone.

For your closer friends there is no gift that offers as much lasting satisfaction as the Photograph.

Call on us today and talk things over.

BAGBY'S 138 N. Michigan St.



You will be delighted with our display of Christmas Cards. We have them to fit every need and all express the season's greetings in a unique style.

I. W. Lower Decorating Company 120 N. Michigan St.

### A Gift Christmas Cards With a True Christmas Spirit.

Nothing can show your love better than one of our Child's Endowment Policies, which guarantee a certain sum to the child when it reaches maturity.

Premiums may be paid monthly, quarter-annually, semi-annually, or annually, as you please.

We will insure the whole family, our age limits being from one day to sixtyfive years.



CONSERVATIVE LIFE INSURANCE COMPANY OF AMERICA

Home Office: 122-124 South Main St. Phone: Main 2947



### Flowers on Christmas Morning!!

There is no more fitting Christmas token to an adult than flowers-not any kind of flowers, but those appropriate for the Yuletide feast.

POINSETTAS POTTED PLANTS CHRISTMAS .WREATHS ASSORTED FLOWERS ROSES

### BEYER

Union Trust Bldg. 108 East Jefferson Blvd.

Place Your Order

